



Effective Product Launches And Product Testing Events

CLiKAPAD

Leading Audience Response Systems for PowerPoint

Making presentations more interactive

Anyone who's ever done public speaking has been there. In an attempt to get the audience involved, you ask a question inviting people to share their experiences or offer their opinion. Nobody is willing to be the one to answer, so an awkward silence descends over the room. Wouldn't it be great if there was a way to get the answers you want without having to force anyone to speak up in front of everyone else?

There is actually a way to do this. [Renting an audience response system](#) for your event is a fantastic way to get people responding to your questions, and nobody will need to feel shy about offering up their opinion. Each member of the audience is given a small remote, and votes for certain answers by pressing the corresponding button when a question is presented. This means that you get a much more representative response, which ultimately gives you more accurate information for your presentation.

The best thing about an audience response system is that it makes it much easier to get the answers you want from your audience without making anyone feel uncomfortable. Everyone knows what it feels like to be sat in an audience while the person presenting seeks to catch someone's eye to ask them to participate, and the anxiety this can cause. There's no need to put your audience through the same thing, so this way you get to find out exactly what everyone thinks at the same time without causing anyone any unnecessary stress.

Interactivity is an extremely important part of presentations, as it keeps the audience engaged and makes them feel like an important part of the experience. It can also help to keep people focused for longer, especially if you make them aware from the start that they will need to contribute later in the presentation. You could even set up 'checkpoint questions' to find out how well the audience have retained the information.

It's crucial that anyone who regularly presents comes up with new, innovative ways to help people connect with the material. Nobody likes to feel like they're being talked at for a long period of time, so by getting them involved in the presenting process it helps them feel more positive about the whole presentation and hopefully the message you wish to communicate. The best presenters are the ones who think about their audience and think about how they can make their subject more relevant on a personal level, so think about getting them even more involved in your next public speech.

Keeping guests engaged at a product launch

When you're launching a new product, you might decide to hold an event in its honour to get people from the industry and potential customers interested in your product. To make sure people aren't just turning up for the sake of a free event, you need to make the most of your captive audience by getting them interacting with your product. But how do you do this?

The key to product involvement and engagement is setting a structured night. Allowing your guests to mingle all night long doesn't make it clear what the point of the event is, and means that people will tend not to spend the time finding out more about the product as you might hope. If there is free food and drink provided, it is likely that people will make a beeline for these, so make sure you have some 'checkpoints' through the evening to get people thinking about your products again.

Of course you will need to give a speech about your product to tell people a little bit about it. Keep it light-hearted and entertaining, and don't let it go on for too long or you will notice people getting restless. A bit of background about the product and some information about how it came to be created and why you invited this particular group are the basic things to cover.

Another way you can get people interacting with your product is to host a fun piece of market research. Give each audience member a handheld [audience response system](#) and ask them to cast votes based on a range of questions about the product. For example, if you have a range of colours or designs available, ask people to vote for their favourite. Not only is this a fun novelty for the audience, it is also useful for you to see what the industry guests think of your product.

You should also encourage people to interact with the product in a hands-on way. Whether you provide free samples or a tester product for people to use, make sure everyone has the opportunity to see exactly how your product works and find out more about it. When people use your product, they will be able to form better opinions about it, and will be more likely to discuss that product in relation to the event. This should be the ultimate aim: for people to enjoy the event, which will ultimately raise their opinion of the associated product.

Getting feedback on product testing

Product testing is one of the best ways to collect valuable opinions and feedback about something you've created or something you are responsible for. It might be a new flavour of soft drink, a brand new type of phone, a new website or something entirely different. Whatever it is, product testing is a crucial aspect of market research and ensures you will be along the right lines when it comes to finally releasing the finished version. So, how should you go about collecting this feedback?

It entirely depends on how the product testing has taken place. Some companies prefer to send out samples to testers through the post. This is particularly common in the beauty industry when new formulations or scents are being tested. If this is the case, it is usual to enclose a postal survey to return with questions about the product. However, some testers may keep the products and never return the survey. The same problem applies with a phone survey, as people may not answer or may claim not to have time to answer.

If your product is not tangible and is something like a website or a concept, you can invite respondents to participate in an online survey, with the link emailed to them. You can pay to do this using a dedicated survey company, which rewards its members for completing surveys, or you can host this yourself. The drawback of the latter method is that you may struggle to collect answers from a broad demographic, but it should be far less expensive.

Supermarkets sometimes host product testing days where people sample new products in store. You can get people to respond in a paper survey, but it is easier to use electronic voting for faster, more accurate responses. Give each tester an [electronic keypad](#) and ask them to vote, at the end of the session, on an array of questions you present in a slideshow. The results will appear instantly, and you can choose whether they are anonymous or whether you attribute them to each participant so that you have all of your data instantly and presented in attractive graphs.

Some companies prefer to host their product testing in a focus group style. While this can be a good way to collect honest opinions and lots of raw data without the confines of a traditional voting

system, it can be tricky to record everything, so if this is your approach be ready with a voice recorder or a video camera to capture everything for later reference.